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Automotive Daily News

PASSENGER TRUCK TIRES TRACTOR ACCESSORIES

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CHEVROLET TOPS OUTPUT RECORDS; 85,821 CARS IN FEB.

Month's Production Is 67% Gain Over 1926; Knudsen Tells Why

DETROIT, March 10.—Responding to an unprecedented and enthusiastic demand on the part of the public for "the most beautiful Chevrolet in Chevrolet history" with its numerous refinements at lowered prices, the Chevrolet Motor Company in February again smashed all previous monthly output records by producing 85,821 cars.

February production this year showed an increase of 34,518 cars, or more than 67 per cent. over the total of 51,303 Chevrolets built in February, 1926.

W. S. Knudsen

Despite greatly enlarged facilities provided under the $10,000,000 expansion program completed December 1, 1926, the Chevrolet Motor Company was forced to extend its operations by working overtime, day and night,

(Continued on page 8)

100 Franklin Dealers Attend Boston Conference

Boston, March 10.—More than 100 Franklin dealers and salesmen attended the annual Franklin conference and luncheon for New England representatives yesterday at the Copley Plaza.

John W. Lee, sales manager, presided. Speakers included General Sales Manager F. B. Walker, Advertising Manager Hugh H. Goodhart, Sales Promotion Manager M. C. Tetley, Vice-President Ralph Murphy, H. C. Mayo, sales manager of the Franklin Motor Car Company of Boston; James M. Matthews, director of distribution of the Babson Institute.

Mr. Walker reported orders coming in rapidly, with unfilled orders for March delivery well ahead of the entire factory output for that month last year. New England dealers generally have the largest

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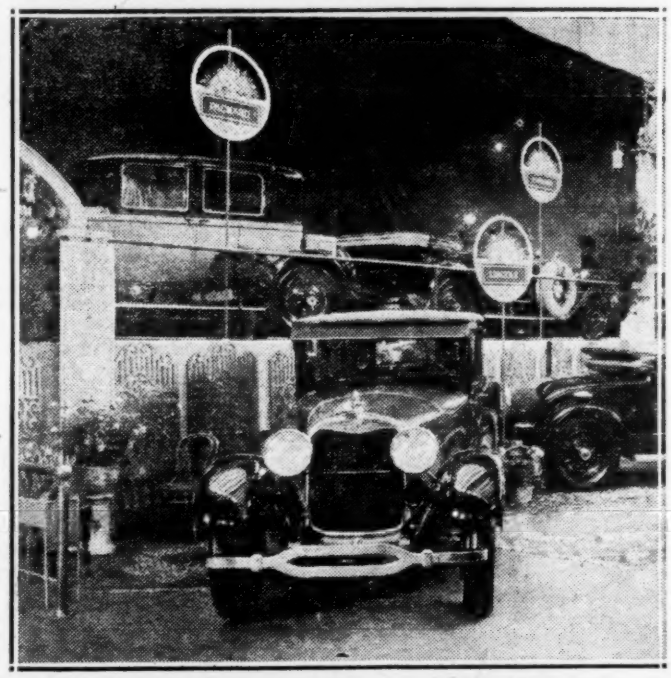
Peerless Reports Sales Gain of 18%

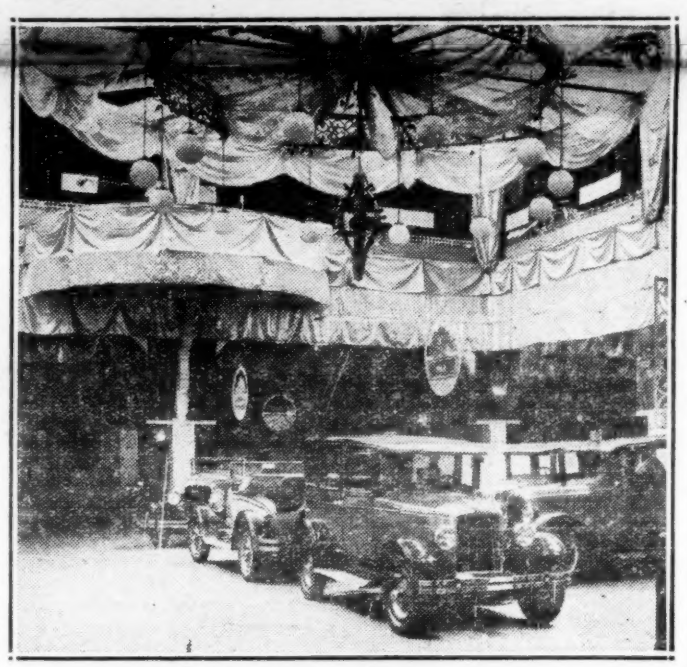
Cleveland, March 10.—The largest February business in the history of the Peerless Motor Car Corporation, and 18 per cent. over February last year, is reported by officials of the company.

In Febr[illegible] of 1926 the model Six-80, pri[illegible] at nearly $1,000 less than any [illegible] less which had ever been buil[illegible] that time, was comparatively new and stimulated business for the month.

Sales for the past month, however, covered nothing but the normal business of the company, the new model Six-60, announced at the time of the New York show, being not yet in production. Peerless officials expect a very large increase in business when deliveries of the new light Six start next month.

BOSTON SHOW—Here are two glimpses of New England's big motor car exhibition at Boston this week. The top photo shows the arrangement whereby some of the displays are elevated. In the lower photo is shown the Paige exhibit.





ROGERS NEW TREASURER FOR FEDERAL TRUCK

Detroit, March 10.—At the annual meeting of stockholders of the Federal Motor Truck Company, C. A. Rogers was elected director to fill a vacancy. At a subsequent meeting of directors, Rogers, who was assistant treasurer, was elected treasurer to succeed E. P. Hammond, who resigned.

EVOLUTION OF FIRESTONE TIRES TO BE FILMED

New York, March 10.—The Firestone Tire and Rubber Company has placed a contract with the Automatic Movie Display Corporation for developing films taken in Liberia under the supervision of Harvey S. Firestone, it was announced today.

In addition, operations will be filmed at the Firestone plant, completing a picture of about 250,000 feet to show evolution of rubber from the trees to the finished product.

CHICAGO ACCIDENTS GAIN

Chicago, March 10.—The official police report issued this week reveals that the number of automobile accidents in Chicago during 1926 were slightly more than 35 per cent. greater than during 1925.

BOSTON SHOW ATTENDANCE SETS NEW RECORDS; BANNER SALES YEAR IS SEEN AHEAD

By BERNARD E. ESTERS
Boston Correspondent

BOSTON, March 10.—As the twenty-fifth annual Boston Automobile Show draws to a close it becomes more and more apparent that the 1927 season is going to be a banner one in the New England territory.

Attendance records for all time have been broken day by day, both by the throngs of the general public that have filled the buildings and the inrush of dealers from all parts of New England.

On the opening day of the show Packard reported a new first day sales record of thirty-two cars. The business on subsequent days has been in proportion. Buick also reports excellent business since the show started.

A source of satisfaction to General Manager Chester I. Campbell is the remarkable success that has attended the shop equipment section which was inaugurated this year for the first time in this show. It has been crowded at all times of the day, both by the public and mechanics, garage men and service station employees and owners. Exhibitors in this section have reported a tremendous amount of intelligent questions on the machines that are in operation and there seems to be no question that this section will continue to be an annual feature of the show.

The exhibits of old cars is another department that has been well attended during the week. The

(Continued on page 8)

CHANDLER SALES GAIN 20% FOR FEBRUARY

Cleveland, March 10.—That 1927 is to be Chandler's biggest year is being proved month after month by new sales records, Sid Black, Chandler vice-president in charge of sales, declares. In February Chandler sales exceeded those of January by 47.3 per cent. As against February, 1926, the sales increase for the same month this year was 20.4 per cent.

The new Royal Eight seems destined to be the most popular line Chandler ever built, Mr. Black pointed out in revealing that February Royal Eight sales exceeded those in January by 210.

Bankers and Steel Men Say Ford Is Building New Car

New York, March 10.—The Boston Bureau of the Dow, Jones & Co. news service today put the following story on the wire:—

Detroit banking circles and Ohio seel circles state positively that Ford Motor Company plans to introduce before long a new car embodying the modern sliding gear shift.

This is the most radical departure in construction ever made by the biggest automobile manufacturer in the country.

It is presumed, of course, that change in body design will accompany the new mechanical features.

Some mystery exists over the date of introduction of the new model. Detroit sources say the company has yet to acquire its jigs and dies and therefore cannot get into quantity production for some months. On the other hand, certain competitors expect the car to be on the market this spring.

Chapin Plans World-Wide Co-operation by N. A. C. C.

New York, March 10.—Looking upon the automobile as a world-wide industry, Roy D. Chapin, newly elected president of the National Automobile Chamber of Commerce, made his initial statement of policy at the chamber offices in New York today before leaving for the West.

Roy D. Chapin

International co-operation with motor manufacturers abroad is forecast by Mr. Chapin, following the principles developed for the American manufacturers by Col. Clifton, who became honorary president a week ago.

If manufacturers in all countries will work together for reasonable taxes, adequate highways and low service costs, the volume of increase in motor transport use will be so vast that the manufacturers of all countries will have a much larger business, Mr. Chapin indicated.

"Every country needs an adequate supply of automobiles and commercial vehicles just as much as it needs rail and water service," said Mr. Chapin. "The public everywhere will support improvements which will help the growth of motor transport service, as soon as they realize the big economic gains which come from adequate transportation."

CLOSING TIME FOR ADVERTISING
copy 9 a. m. two days preceding publication date.

Public Interest in Motors Still High, Shows Reveal

NEW YORK, March 10.—February and March have proved busy months for the followers of automobile shows throughout the country. Despite the bleatings of pessimists during the closing two months of 1926, when production schedules were somewhat retarded, public enthusiasm is still at a high pitch, if show response may be considered as a barometer of it.

Beginning at the New York national show in January and continuing at the Chicago national show in the early part of February, as well as hundreds of smaller state, county and municipal exhibits, much stronger public interest has been registered this year than at similar events last year. In almost all cases new records have been set for attendance and sales have been correspondingly high.

Denver was one of the leading cities in the West reporting record gains in show attendance this year. An increase of 40 per cent. in show attendance this year was declared largest in the history of the industry in that city. According to officials of the Denver Automobile Dealers' Association approximately $150,000 worth of cars was sold for immediate delivery and the sales of parts and accessories were the best in two years.

Dealers in the locality were particularly pleased this year with the results of the show at Long Beach, Cal., where displays were held individually in the dealer show rooms in conjunction with an automobile pageant and beauty parade. Sales following the show were reported on the upward trend, with orders being placed freely.

A similar show was held by the dealers at Altoona, Pa., during the week of February 21. Sixteen dealers participated with unusually good results.

Attendance at the annual Springfield, Mass., show, which closed last week, was estimated at 10 per cent. above the attendance last year. Twenty-seven different makes of cars were shown, giving the buyer a choice of about eighty models. Sales and prospect lists were reported as particularly gratifying.

The annual Hartford, Conn., show is reported as having been highly successful from every angle. Free tickets were dispensed with this year for the first time, with no decline in the attendance.

Dealers who exhibited in the annual Springfield, Ill., show, which closed last Saturday, expressed satisfaction with the results of the show in all respects. Record attendance figures were compiled for the week and sales were exceptionally high.

E. S. Woodland, president of the Automotive Association of Butte, Mont., has expressed the satisfaction of the association over the results of the show beautiful, which closed there recently.

The first annual automobile show given under the auspices of the Joliet, Ill., Chamber of Commerce proved so successful that a similar show is being considered for next year. Thirty-two cars were exhibited by nineteen dealers.

Duluth dealers were pleased this year with the result of individual shows held in the dealer showrooms. Previous exhibitions in Duluth have been held jointly, but dealers declare that the individual shows make for more intimate contacts and individual sales effort.

The annual Epokane, Wash., show held in the armory this year drew crowds on the opening day conservatively estimated at 26,000, more than attended the show last year during the entire week in which it ran. Sales were good and enthusiasm high.

Seventy-five models were shown at the Greenville, S. C., show, which was held the latter part of February. The event held at Textile Hall was declared the most successful show held so far in that section. Attendance surpassed that of last year's show and many visitors were attracted from nearby states.

Shows are being held this week at Cedar Rapids, Ia.; Logan, W. Va.; Richmond, Va.; Fort Worth, Tex.; Hackensack, N. J.; Evansville, Ind.; Milton, Pa., and Ottawa, Ont.

The annual Grand Fork, N. D., show will be held in the indi- til the week of March 21. The showing will be made in the individual show rooms of the various dealers in Grand Forks, N. D., and Grand Forks, Minn., a feature of the show week will be a banquet by local dealers and factory representatives.

The La Crosse, Wis., show will open March 16, and continue four days. An attendance of 10,000 is anticipated from fifty surrounding towns. An added attraction will be an indoor circus conducted in conjunction with the show.

N. Carolina Ass'n to Meet At Asheville March 14-15

ASHEVILLE, N. C., March 10.—The ninth annual convention of the North Carolina Automotive Trades Association will be held here on March 14 and 15 at the Kenilworth Inn. Plans have been completed for one of the most spirited meetings in the history of the industry in the state.

Speakers who will be present at the convention include Joseph Kellerman, members of the staff of the N. A. D. A.; James H. Collins, manager of the research department of Chilton Company, Philadelphia; Robert M. Hanes, Winston-Salem, and Tom Mirchum, humorist of Petersburg, Va. On the second day the meeting will be addressed by C. C. Hanch, general manager of the National Association of Finance Companies.

Henry W. Masten, president of the association, will preside on both days and will deliver a welcoming address the first day.

A general sifting of legislative matters now pending will be taken up during the meeting. Both favorable and unfavorable legislation will be discussed at length so that members will know exactly where they stand on proposed measures.

The officers of the association are:—

Henry W. Masten, president, Winston-Salem; E. C. Sawyer, vice-president, Asheville; Coleman W. Roberts, secretary-treasurer, Greensboro.

District Vice-Presidents.—N. A. Riddick, District One, Scotland Neck; E. W. Spear, District Two, Kinston; J. A. Harrell, District Three, Wallace; C. G. Mutart, District Four, Raleigh; George Lowe, District Five, High Point; Joe Fitzsimmons, District Six, Charlotte; Harry Clendenin, District Seven, Greensboro; Walter Lenoir, District Eight, Lenoir; Bruce Webb, District Nine, Asheville.

MOTOR WHEEL ELECTION

Detroit, March 10.—Motor Wheel Corporation directors and officers were re-elected at the annual meeting of stockholders.

SPARKS from DETROIT

Colonel Clifton

* * *

Roy D. Chapin

* * *

Another Rumor

Walter Boynton—Detroit Editor

COL. CHARLES CLIFTON, chairman of the board of Pierce-Arrow, retires as active head of the National Automobile Chamber of Commerce, after connection with organizations of automobile manufacturers that has lasted close to a quarter of a century. He headed the old Association of Licensed Automobile Manufacturers when it was formed in 1904 and continued as the chief executive through the duration of that organization. This was, of course, made up of makers who were operating under licenses entitling them to make use of the patents of George Baldwin Selden. The A. L. A. M. became the Automobile Board of Trade, with Col. Clifton still in the chair, and in 1912 the N. A. C. C. came into being. He has headed this for close to fifteen years. Few men have had the opportunity for conspicuous service that has been accorded the colonel—and few could have measured up to the opportunity as he has.

* * *

He has seen tremendous growth in the industry with which he has been so long connected. Back in 1904, the A. L. A. M. listed thirty-five manufacturers, making forty-three individual lines of cars. In 1926, the N. A. C. C. listed fifty-three makers of gasoline passenger cars, forty-six makers of motor trucks, thirteen makers of taxicabs, thirty-one makers of buses, and two makers of ambulances and funeral cars. Of the thirty-five makers listed in 1904, only nine have survived.

* * *

ROY D. CHAPIN, who succeeds Col. Clifton, is paradoxically one of the youngest and one of the oldest of the present-day automotive executives—young in years and old in service. He sought employment with R. E. Olds in the very dawn of the industry and his persistence overcame objections to his youth. He was sales manager of the Olds Motor Works when the first transcontinental race was run between two of the little curved dash runabouts. He has seen the Hudson Motor Car Company, where he is chairman of the board, grow to undreamed of proportions.

* * *

De Pinedo's flight from Europe to South America is said to have suggested to the Pope the possibility of making use of the airplane for carrying missionaries to distant points and for bringing to Rome the bishops located in far-off dioceses. This is an amazing effect of the Italian's feat. The airplane makes its way everywhere, and demonstrates its usefulness even to the Vatican, which, not so long ago, considered the railroad as a providence-tempting means of conveyance.

* * *

This recalls that a friend of mine recently wrote a poem commemorating that when one of New York's new west side synagogues was about to be dedicated, the rabbis carried the sacred rolls to their new resting place in three shiny Ford cars. Truly, the world moves, and religion moves with it in making use of the most modern means of accomplishing an important, sacred object.

* * *

A Detroit man with a thirst for litigation has begun suit against the General Motors Acceptance Corporation and the Siegel-Zeckendorf Company, Buick dealers, over a matter of $1.24. He claims that he does not owe it, and is willing to go to law about it. Is any comment necessary?

* * *

Saginaw has taken the initial step in providing the city with an airport. A company has been formed, the Saginaw Airport Company, which will have for one of its expressed objects the ownership and operation of a landing field for planes.

* * *

STILL another rumor has been spiked. John H. French, president of the Briggs Manufacturing Company, is on record as saying with extreme definiteness that his company has no intention whatever of buying the Murray Corporation of America. President French says that his company is not only not thinking of acquiring the Murray properties but that it is rushing to completion a new building. This is to be 800 feet long and 100 feet wide, five stories high. It will give the company about twelve acres of addi-

(Continued on Page 6)

CHEVROLET FILLS THEATER AT BIG DEALER MEETING

Every New England State Represented at Boston Gathering

Boston, March 10.—The Repertory Theater was necessary yesterday afternoon to hold the annual dealer meeting of the New England factory branch of the Chevrolet Motor Car Company, Dealers and sub dealers from every New England state were present at an enthusiastic meeting, which was followed by the annual banquet at the Hotel Somerset in the evening.

The meeting was the fifteenth in a series of twenty-one similar sessions that are being held from coast to coast this winter in a comprehensive plan to bring the Chevrolet factory officials in closer touch with the company's organization.

Plans for the sale of one million Chevrolets in 1927 were presented to the dealers by R. H. Grant, vice-president and general manager. Mr. Grant outlined every phase of sales, service and advertising with the help of other factory officials. He was assisted by C. E. Dawson, assistant general sales manager.

R. K. White, sales promotion manager spoke on the used car situation. The parts and service division was taken up by parts manager, J. P. Little, and the truck situation was discussed by Sidney Corbett, manager of the commercial car division. William A. Blees detailed the workings of the certificate purchase plan and W. G. Lewellen, assistant sales promotion manager, spoke in appreciation of the new car. A short playlet embracing the sale of a car was put on the stage with Mr. Blees as a salesman, Mr. Lewellen as the prospect and Mr. White as the used car appraiser.

In the evening at the banquet an elaborate entertainment was staged under the supervision of J. C. Chick, New England zone manager. Mr. Grant acted as toastmaster and among the speakers was Harry Horton, recently appointed regional sales manager for this division of the country. Fred Spencer, city sales manager, was also on the program.

W. A. Wheeler Speaker at Big Dealer Luncheon

Boston, March 10.—W. A. Wheeler, president of the Paige Detroit Motor Car Company, and Henry Krohn, vice-president, were the guests of honor and principal speakers at the annual dealer luncheon of the Paige Detroit Company of New England, held at the Hotel Kenmore here yesterday noon. Distributors from all over the territory were in attendance.

R. A. Green, manager of the New England company, was in charge of the meeting and acted as toastmaster, introducing the speakers. The talks were short and peppy and the speakers attempted to give a report of Paige progress the past year and to outline the plans for the buying season which is just opening.

LEE RUBBER AND TIRE SHOWS LOSS IN 1926

New York, March 10.—Lee Rubber and Tire Corporation and subsidiaries report for the year ended December 31, 1926, net loss of $1,670,068 after expenses, depreciation, interest and inventory adjustment. This compares with net income of $300,208, or $1.39 a share earned on 214,837 no par shares of stock in 1925.

CALIFORNIA CAR SALES STEADY

Dealers in South Busy Following Show at Los Angeles

By Independent News Service

Los Angeles, March 10.—Sales of both new and used cars in southern California have remained on an even keel, according to reports of leading dealers. There has been the usual spring pick-up and the used car business has been stimulated by clearance sales. The Los Angeles Automobile Show, together with various other shows held throughout the Southland, has focused attention on the newest models and has added to buyer interest.

Frank B. Hughes, sales manager for the Greer-Robbins Company, distributor for Chrysler, notes a pick-up in the sale of the larger models of the Chrysler 50.

The new Essex Super Six is meeting with unusual response, according to officials of the Walter M. Murphy Motors Company, southern California distributors.

"We have orders filed with the factory for every car they will let us have," stated Richard F. Carlson, general manager of the company. "The new cars have been arriving in Los Angeles at the rate of twelve to fifteen carloads a day and very few of them ever see the salesroom. They are unloaded, serviced and delivered the same day in most cases."

Last month there were 101 Chevrolets sold in Fresno county, which sets a new record for that month in Fresno territory, according to John Roth, sales manager for Appling-Rodman, Fresno Chevrolet dealer.

The year just closed for the Earl Lindley Motor Company of Pasadena and Alhambra, Nash dealer, shows a 100 per cent. increase over the Nash sales for the previous year.

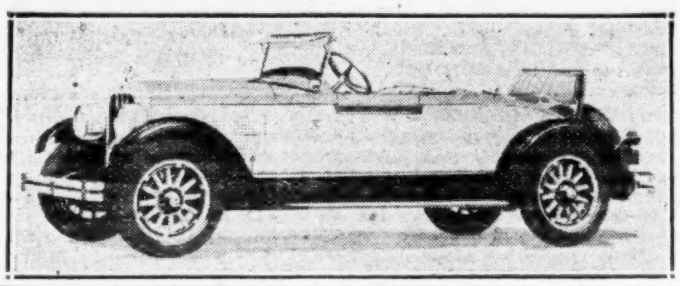
S. G. Stephens, Willys-Knight and Whippet dealer, has just completed a used car sale in which he disposed of forty-eight cars, and reported the sale an outstanding success.

At San Diego the Davies-Overland Company, according to Edgar G. Davies, has enjoyed a very brisk business in used cars, following a used car sale.

OPENS NEW STORE

South Bend, Ind., March 10.—The Paul Tire Company, one of the largest automobile tire retailing organizations in the Middle West, has just opened a store here under management of C. G. Rehms. Federal tires and tubes are sold exclusively by the company under a "12-pay" plan.

A POPULAR FAVORITE is the Chandler Royal Eight sport roadster with rumble seat, finished in two-tone fawn with wide stripe of Madenna red, and equipped with self-adjusting spring shackles, one-shot lubrication, thermostatic heat control, air cleaner and oil filter.



Buick Pioneers, Line Distributors, Plan First Meeting in San Francisco

San Francisco, March 10.—The first semi-annual meeting of the Buick Pioneers, an organization made up of the distributors of Buick automobiles, will be held here beginning next Tuesday, when they will be the guests of C. S. Howard, president of the Howard Automobile Company, Pacific Coast distributor of Buick. This group represents perhaps the largest sales volume in the automobile industry, having marketed last year 87,522 Buick cars, which were sold for $123,979,242, a very large per cent. of the entire production of the Buick Motor Company.

F. W. A. Vesper

The party will be in charge of H. E. Pence, president of the Pence Auto Company of Minneapolis, who is president of the Pioneers, and F. W. A. Vesper, president of the Vesper-Buick Auto Company of St. Louis, secretary-treasurer of the organization. Every man in the group is an old-timer in the industry, as well as with Buick, most of them having been connected continuously with Buick marketing almost since the inception of the company.

The object of the Buick Pioneers organization is to visit the place of business of its members for the purpose of seeing how each does things in his town and to learn or criticize as the case may be, with the idea of developing the best sales and servicing methods by free interchange, based on actual experience. Each succeeding meeting is to be in the city of one of the group, which is determined by drawing, the distributor there becoming host.

The Eastern members assembled in St. Louis today as guests of F. W. A. Vesper, president, and W. H. Vesper, vice-president of the Vesper-Buick Company.

Leaving St. Louis in two private cars they will stop over at Kansas City tomorrow, where a program of entertainment has been mapped out by J. Frank Martin, Buick district sales manager, and W. E. Rea, branch manager of the Buick Motor Company.

The next stop will be at Denver, Col., on Saturday, where they will be the guests of Walter J. Haughey, manager of the Buick Motor Company branch, and will renew acquaintance with Findley MacFarland, who was one of the "old timers" until he retired from active business a short time ago.

The Denver visitors will include H. E. Pence, president, and W. B. Stephens, vice-president, of Pence Auto Company, Minneapolis; H. K. Noyes, president of Noyes-Buick Company, Boston, and H. E. Noyes, his son, general manager of the company, the New England distributor; C. L. Whiting, Rochester, N. Y.; H. S. Leyman, president, Leyman Buick Company, Cincinnati; G. G. G. Peckham, president of the Ohio-Buick Company, Cleveland; Guy S. Garber, president of Garber-Buick Company, Saginaw, Mich.; C. C. Coddington, president, and Lee Folger, general manager of C. C. Coddington, Inc., of Charlotte, N. C.; F. W. A. Vesper, president of Vesper-Buick Auto Company, St. Louis, and former president of the National Automobile Dealers' Association and St. Louis Chamber of Commerce. Representing the Buick factory branches will be A. G. Southworth, manager Buick Motor Company of New York, the oldest branch manager in point of service in the company.

At Denver the party will be joined by H. E. Sidles, president Nebraska Buick Company, Lincoln, and Lee Huff, manager of Omaha branch of this company. At Salt Lake, A. G. Randall, president Randall-Dodd Company, will join, and at San Francisco, C. W. Hunt, vice-president Ohio-Buick Company, Cleveland; A. S. Eldridge, president Eldridge-Buick Company of Seattle and Spokane, and Frank Howard, Howard Automobile Company, Los Angeles, will join.

After meeting in San Francisco, several days will be spent in Del Monte, and the entire group will motor to Los Angeles.

Women Prove More Careful Than Men As Taxi Drivers

Special from A. D. N. Washington Bureau

Washington, March 10.—A survey covering six months shows that women taxi drivers are more careful than their male counterpart.

The woman's bureau of the Department of Labor finds that a survey of the operations by the twenty-five women cab drivers of the Cunningham Cab Company of Philadelphia shows that they are more careful and competent. The feminine chauffeurs work eight hours a day, receive 30 per cent. of their revenues, are guaranteed $2.50 a day, work six days a week—and like it. "In every respect except one they are the equivalent of a man," the report says, "the only exception being that they do not change tires, this work being done by the company's service cars."

BUYS TIRE BRANCH

Oakland, Cal., March 10.—The Oakland branch of the Lambert Sales Corporation, C-T-C tire distributor for Alameda and Contra Costa county, has been purchased by H. R. Montgomery, formerly manager of this office, and C. L. Tilden, Jr., of San Francisco, according to announcements here.

Chicago Truck Dealers Work Hard for Business

By WALTER A. BERMINGHAM
(A. D. N. Correspondent.)

Chicago, March 10.—Conflicting reports of optimistic outlooks for the approaching months and hard times feature the truck sales in the Chicago district. However, virtually all report sales volumes equaling, and, in most cases, exceeding truck sales of January and February of last year.

J. M. Van Horn, Chicago branch manager for Garford Motor Truck Company, reports business as very good and exceeding last year's sales for the same period. "Of course business isn't as good as we would like to see it, but so far we have exceeded last year's work. For the next few months we look forward to about the same volume as we had last year, but with some improvement. Our two new recent models have been going good for us. Last month we had one fifteen-truck order."

G. M. C. trucks are ahead of last year in sales so far, according to C. R. Frech, sales manager, who asserts business is fairly good and who expects G. M. C. business to improve over last year.

"Our trucks are moving along well, and we have nothing to complain about at all. We have kept up to last year's sales so far," said E. H. Swenson, Chicago branch sales manager for the Indiana Truck Corporation of Illinois.

K. D. Harwood, truck sales manager for the Dashiell Motor Car Company, declares business in Dodge trucks to be very good. "During February we had four more orders than 100 per cent. of February of last year. At the present time I am optimistic about the next few months."

"In January and February we equaled last year's business," says S. H. Cady, sales manager for the Chicago branch of the Diamond T Motor Car Company. "However, we find business much slower and harder to get than it ought to be, with March looking none too promising. But we are holding our own, although we have had to fight for all our business."

Samuel Winter, president of Winter & Hurst, declares business in Clydesdale and Defiance trucks and others has shown a 20 per cent. improvement so far this year over the same period during 1926. "Most of our business has been in repeat orders," he said.

IOWA A. M. A. BUSY

Des Moines, Ia., March 10.—Not in years has the Iowa Automotive Merchants Association prospered as at the present time. A recent drive brought in a large number of new memberships and old members are rallying to its standard. A. J. Knapp is secretary-manager of this live organization.

REYNOLDS APPOINTED

New York, March 10.—H. B. Reynolds has been appointed Eastern representative for the Indiana Truck Corporation, with offices at 522 5th Ave. Mr. Reynolds was formerly general manager for the Selden Sales and Service Company of New York.

MAUS-HOWELLS, INC., FORMED AT OGDEN

Ogden, Utah, March 10.—Maus-Howells, Inc., is the name of a new corporation that has been formed to take the place of the R. E. Maus Company, 2200 Washington Ave., with two branches in Salt Lake City. R. E. Howells, who has been associated with the Auto Securities Finance Corporation for the last few years, has joined the organization and will have a part in its management. The company is distributor and retailer for the Pierce-Arrow and Velie cars and commercial vehicles.

for Economical Transportation

CHEVROLET

Each month the Chevrolet Motor Company publishes, in the form of a newspaper, a "Sales Speeder"—sent to every Chevrolet dealer or his sales supervisor.

This service is literally crammed full of tried and proved plans for selling Chevrolet cars at retail—while each issue contains one Big Idea on which to base a special campaign.

CHEVROLET MOTOR CO., DETROIT, MICH.
Division of General Motors Corporation

QUALITY AT LOW COST

Automotive Daily News

"Of, By and For the Entire Automotive Industry"

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O. J. Elder, President; George M. Slocum, Vice-President; G. L. Harrington, Treasurer; Alexander Johnston, Secretary.

FRIDAY, MARCH 11, 1927

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Forget Your Competition

ONCE upon a time a military tactician of world renowned skill was asked what constituted Gen. Grant's title to be called a great military leader. After a pause for consideration this man replied: "Well, Grant never gives a hang what his enemy is doing. He goes ahead and makes his own arrangements without worrying about the other fellow. On the other hand, I spend most of my time worrying over what the opposing commander is getting ready to spring."

This is something that every automobile dealer might well take to heart. At the present moment there is altogether too much tendency to talk and worry about "competition" in the business. Of course, there is competition, and competition is the life of trade. If it had not been for competition the automobile industry never would have produced the remarkable product that it is now building.

Obviously, it is the part of wisdom for every dealer to know what his competitor is doing, exactly as Gen. Grant took pains to know the strength of his opposition and the disposition that was being made of forces. But knowing this and knowing what to be prepared for, the dealer worth his salt will stop worrying over competition and go out and devote his attention to making his own efforts real competition for his opposition.

To take an analogy from another field, it was Knute Rockne, or perhaps it was Fielding Yost, who once said: "In football the best defense is a good offense." Every automobile dealer in the country ought to have that motto hung over his desk. The man who is putting on an honest to goodness offense is too effectively employed to waste his time worrying over "competition."

Put YOUR business on such a basis that it is the competition that has to do the worrying.

New England's Part

IN THE dawn era of the automotive industry, it seemed quite possible that the new industrial infant would find its final habitat in the rock bound areas of New England. At that time the New England states were a center of machine tool manufacture, and many of these factories turned naturally to producing the new transportation vehicle. A list of the cars that once were produced in New England cities makes this clear. We have only to remember Alco, Stevens-Duryea, Knox, Pope-Hartford and a score of other cars which did not attain such general notice as those mentioned.

Much of the early experimental work on the motor car was carried out in New England, which Chester Campbell of the Boston Show has well called the laboratory of early development. It looked for a time as if the northeastern states were to be the center of a new industry the magnitude of which was not even guessed at that time.

But it was not to be. The inevitable call of the Middle West drew the budding industry to a section nearer the sources of raw materials—iron, coal and most of the other basics that go into automobile manufacture.

At the present time two motor cars and a number of motor trucks are built in New England, but if that historic cradle of our national life has lost the manufacturing end of the industry, it still remains a most important consumer of automotive products. The canny Yankee may be slow to convince, but once he understands the value of any given product he insists on having his full share of the efficiency or convenience that it brings to his life.

And that is why the Boston automobile show is still one of the major events of the automotive year.

The Automotive Forum

THE AUTOMOTIVE DAILY NEWS is glad to receive letters from its readers on topics of interest to the trade. We shall be glad to publish such letters as seem to have general interest. Obviously the Automotive Daily News must disclaim responsibility for views expressed by its readers. Readers of the Automotive Daily News—this is YOUR DEPARTMENT. Use it in discussion of your problems, without fear or favor.

THAT USED CAR

Editor Automotive Daily News:—

One of the factors that holds back the increase of automobile sales, as against what they could be, is, I believe, the fact that the majority of salesmen overlook one important detail that looms large in the mind of the prospect: they try to make him exchange tangible legal tender for value they are often unable to express in dollars and cents.

Now, why should this be the case when it is a simple matter of demonstration and calculation that a man who wants a 100 per cent. dependable car and who values its appearance reasonably is actually better off by trading in a car after one year than after two years? There is, as will be shown immediately, a certain special advantage in holding a car through the third year, but only if neither complete reliability nor really good appearance is of value—in other words, for the man who looks at his car neither as a business nor social asset.

Take a $1,500 car for example. Ignoring a number of factors varying with make, local and other special conditions, it is probably not far from correct if we estimate its depreciation during the first, second and third years at $600, $450 and $150. In other words, after one, two and three years, the respective trade-in value of the car will be approximately $900, $450 and $300. These values will represent the allowance the owner will be able to obtain in purchasing a new $1,500 car.

To get a complete picture of owner's economics, though, we should also consider the cost of gasoline and oil, of tires and of repairs, all of which increase with the age of the car. Assuming that the owner runs the car 6,000 miles in a year, the calculation is about as follows, after one, two and three years:—

	Year		
	First	Second	Third
Depreciation	$600.00	$450.00	$150.00
Repair	30.00	60.00	120.00
Tires	.....	50.00	75.00
Gas and oil	100.00	120.00	140.00
Total	$730.00	$680.00	$485.00

The salient points of these figures are that not only do tires and repairs call for increasing attention in the second and third year, while they are no problem during the first year; but that by operating a car through the second year the owner saves only $50—less than $1 a week—against the cost of acquiring and operating a new car. Add the fact that service is free for one-quarter of a year—it sounds much better to a customer than ninety days—and the purchase of a new car once a year becomes a clear bargain.

Of course, the problem of marketing used cars is inseparably bound up with that of selling new ones. Far too little study has been given to the potentialities of the used-car market. The used car, as acquired by the dealer on trade-ins, is often looked at as a necessary evil, a nuisance to be got rid of at almost any price, and the sooner the better. Yet various dealers have found that intelligent merchandising in the used-car field pays and that this department may be made fully self-supportinng and sometimes even profitable.

One of the most important points is careful and honest grading of second-hand cars. If a car is so bad that it can only be turned over at a material loss, the wise dealer will prefer to pass the transaction on to some competitor who is in business for his health. But if the used car is in fair condition, it should be taken in on terms as reasonable as possible and sold without misrepresentation to somebody who will find it actually useful.

The logical market for the used car in fair running condition is that of a companion car for the family of a man with limited means. Sell the habit of operating a used car, for light but dependable service, to the housewife. Such a car will pay for itself in saving her time, enabling her to shop more economically, transport the small children to and from the school, especially in bad weather, and go out for a spin once in a while, while the "real" car of the family is used by the man. Work along this line builds up not only the market for disposing of used cars but gradually increases that for new ones. Such sales are particularly easy where the family owns the garage and where the man is of mechanical bent and will take pleasure in tuning the wife's car up to the acme of efficiency.

E. K.
Hackensack, N. J.

FETTE APPOINTED

Cincinnati, March 10. — Martin Fette has been named distributor of the new Falcon-Knight car in Cincinnati territory, and will open a showroom at 2305 Gilbert Ave. Fette has named Frank Walley as sales manager for the organization and Jesse B. Walters as service manager.

PROTECTIVE MEASURES

Kansas City, March 10.—Kansas House bill No. 87 and Senate bill No. 131 provide protection for innocent owners and holders in good faith of mortgages or purchase money liens on motor vehicles which may be forfeited as a common nuisance.

Chrysler Dealers Hold Luncheon

Boston, March 10.—Five of the New England states were represented at one of the most successful and enthusiastic factory dealer luncheons the Chrysler Motor Car Corporation has ever held here, at noon yesterday at the Copley Plaza. More than 400 Chrysler dealers from Maine, New Hampshire, Vermont, Rhode Island, Massachusetts and Connecticut were in attendance at the luncheon and the business meeting that followed.

Factory representatives were present to give the Chrysler message to the dealers in their sales campaign for the coming year. The entire sales staff and organization of the C. E. Fay Company, New England Chrysler distributors, attended the luncheon in a body.

Boston Oldsmobile Dealers Meet

Boston, March 10.—A service meeting in the afternoon and a supper in the evening was the program of the Boston Oldsmobile Company yesterday for their dealers in metrolopitan Boston. The service meeting was held at their salesroom at 940 Commonwealth Ave. and the supper at the Copley Plaza.

Several prominent factory officials were the speakers at the afternoon meeting before more than 200 dealers. T. M. Hatfield, factory service manager, spoke on the Oldsmobile car and the improvements that have been made in the new models. Don Prentiss, factory sales promotion manager, outlined the sales plans for 1927. The importance of service was discussed by T. Stambaugh, service promotion manager. The other factory representative on the program was J. Collins, who addressed the dealers on sales analysis.

H. C. Dunn, general manager of the Boston branch, was in charge of both meetings. In the evening the speaker was H. S. Weir, assistant general sales manager. J. Talmadge, local wholesale manager, gave a talk on the outlook for sales in the New England territory for 1927.

PRIVATE TOLL BRIDGES HIT BY N. A. C. C. BOARD

New York, March 10.—Limits on toll bridges are sought in the action of the directors of the National Automobile Chamber of Commerce taken at their meeting last week, and made public in a statement issued by the highways committee of the chamber today.

Opposing the attempt by private interests to build bridges on the basis of permanent private property, the automobile makers are urging that the policy of public roads open to the public and under public control shall not be impaired.

YALE & TOWNE 1926 NET PROFIT $2,527,754

New York, March 10.—The Yale & Towne Manufacturing Company reports for the year ended December 31, 1926, net profit of $2,527,754 after depreciation and reserve for Federal taxes, equal to $6.32 a share (par $25), earned on 400,000 shares of capital stock. This compares with $2,570,749, or $6.42 a share, in 1925.

Calendar of Coming Events

MARCH

4-13—**Geneva, Switzerland.** Automobile show, Palais des Expositions.
5-12—**Boston, Mass.** Boston Automobile Dealers' Association, Twenty-fifth Annual Automobile Show, Mechanics Building. Chester L. Campbell, manager.
9—**Paducah, Ky.** Automotive Equipment Association, meeting.
10—**Long Branch, N. J.** Automotive Equipment Association, meeting.
10—**Owensboro, Ky.** Automotive Equipment Association, meeting.
11—**Huntingdon, Pa.** Automotive Equipment Association, meeting.
11—**Princeton, Ind.** Automotive Equipment Association, meeting.
12—**Hot Springs, Ark.** Automotive Equipment Association, meeting.
14-15—**Asheville, N. C.** North Carolina Automotive Trades Association, convention.
15—**Danville, Ill.** Automotive Equipment Association, meeting.
15—**Washington, D. C.** Automotive Equipment Association, meeting.
17—**Clearfield, Pa.** Automotive Equipment Association, meeting.
18—**Bellefonte, Pa.** Automotive Equipment Association, meeting.
21—**Akron, O.** Automotive Equipment Association, meeting.
23-24—**Saginaw, Mich.** Saginaw Automobile Dealers' Association, automobile show, Auditorium.
24—**Gettysburg, Pa.** Automotive Equipment Association, meeting.
24-27—**Bangor, Me.** Bangor Automobile Dealers' Association, automobile show. E. J. Conquest, manager.
25—**Columbus, O.** Automotive Equipment Association, meeting.
25—**Lebanon, Pa.** Automotive Equipment Association, meeting.

APRIL

1—**Denver, Col.** Automotive Equipment Association, meeting.
2—**Colorado Springs, Col.** Automotive Equipment Association, meeting.
4-8—**Rocky Mount, N. C.** Automobile show.
6—**Trinidad, Col.** Automotive Equipment Association, meeting.
7—**Long Branch, N. J.** Automotive Equipment Association, meeting.
8—**Pueblo, Col.** Automotive Equipment Association, meeting.
10—**Los Angeles, Cal.** American Automobile Association Race.
13—**Ft. Collins, Col.** Automotive Equipment Association, meeting.
14—**Hastings, Neb.** Automotive Equipment Association, meeting.
15—**Cheyenne, Wyo.** Automotive Equipment Association, meeting.
18—**Sterling, Col.** Automotive Equipment Association, meeting.
20—**Scottsbluff, Neb.** Automotive Equipment Association, meeting.
21—**Fresno, Cal.** American Automobile Association Race.
22—**Casper, Wyo.** Automotive Equipment Association, meeting.
30—**Atlantic City, N. J.** American Automobile Association Race.

MAY

6-7—**Canton, O.** Automotive Equipment Association, meeting.
25-28—**French Lick Springs, Ind.** Society of Engineers, semi-annual technical meeting.
30—**Indianapolis, Ind.** American Automobile Association Race.

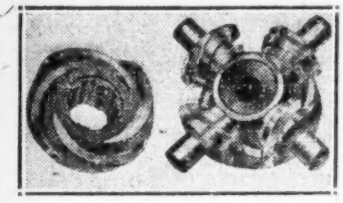
New Automotive Equipment

This department is devoted to the newest developments in automobile accessories, replacement parts and shop equipment. Its columns are open to manufacturers, who are invited to submit descriptions and illustrations of their latest products.

PLIERS FOR ELECTRICAL WORK

The Parrot Head Tool Company, Oklahoma City, Okla., manufactures the slip-joint pliers designed for a strong pull and claimed to be particularly adapted to the requirements of the electrical service and repair field, though useful also on all-around automotive work. This tool is substantially made in three sizes, nickel plated and highly polished.

DIFFERENTIAL PREVENTING WHEEL SPINNING



Scurlock differential gears are made interchangeable with conventional differentials. In the Scurlock differenial the power is distributed equally when the rear wheels travel on a straight line, and, in rounding corners, in proportion to the distance the wheels are required to travel. On the other hand, when one wheel is in sand or mud and deprived of traction, the Scurlock prevents this wheel from spinning, while all the power is applied to the wheel that has traction. This is achieved by a new form of gear tooth, causing power to be delivered to the wheel offering the greatest road resistance. The product is made by the Scurlock Differential Corporation, 322 South Michigan Square, Chicago.

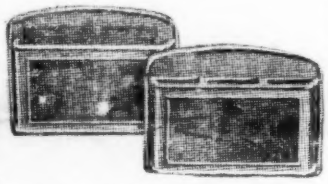
LONG-WEAR CREEPERS

Among the products of the Warner Auto Accessories Company, Benton Harbor, Mich., are the Long-Wear Creepers. The metal type is made with a pipe frame, the bed is of sheet steel, and the headrest of leatherette. The construction of the all-wood creeper is shown in the illustration. Both types are mounted on ball-bearing casters and painted a bright red, to make them conspicuous in garages and prevent their being run over by cars.

CAM AND FRICTION-DISK SHOCK ABSORBER

In the new Cusher, manufactured by the Chicago Roller Skate Company, 4410 West Lake St., Chicago, a cable carried on a pulley is kept tight by a light-pressure coil spring. The cable pulley by a cam operates a friction disk, the pressure of which against the pulley produces the snubbing action during and in proportion to the intensity of the rebound. The working parts, which are rustproofed, are inclosed in a dustproof, airtight housing, requiring occasional lubrication only.

LATEST VANITY CASE STYLES



Some new designs in vanity and smoking cases have lately been announced by the Grand Rapids Metalcraft Corporation, Grand Rapids, Mich. The smoking case is made with a removable ash box, and the vanity case has a velvet lined receptacle for compact, mirror and notebook. These products are finished in two-tone Butler silver and inlaid with burled walnut grained panels.

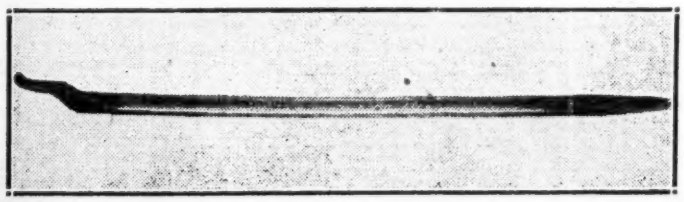
WRENCH DISPLAY STAND FREE TO DEALERS

A display stand designed to hold one Blackhawk universal rim wrench No. 5,104 is available gratis to dealers who handle the product of the Blackhawk Manufacturing Company, Milwaukee, Wis.

CORRECTION

The correct address of the A-C Manufacturing Company, Inc., whose rear-wheel brakes for Ford cars was described on page 5 of the March 7 issue of Automotive Daily News, is 417-425 Sherman St., Pontiac, Ill.

TIRE AND WHEEL-RING IRON



The Budd New Improved Tire Iron removes side rings from disc and wire wheels, by the use of a specially formed point and the application of leverage instead of direct pull. On the reverse end of the tool is a screwdriver. Both ends are drop forged. The Budd iron takes up very little space. Its consumer price is 60 cents. Made by the Budd Wheel Company, Philadelphia and Detroit.

BOETTICHER-KELLOGG ADDS TO SALES STAFF

Evansville, Ind., March 10.—Five more specialty men have been added to the traveling sales staff of the Boetticher-Kellogg Company, automotive supplies jobber, to push new lines for which the company has been appointed distributor, Fred W. McNeely, automotive supplies department manager, announced today.

The company has been appointed distributor in southern Indiana and Illinois and western Kentucky for Dayton Thorobred tires, Philco batteries, A. & D. socket bars and Raybestos brake linings, and exclusive distributor in Evansville of Champion spark plugs.

BIG EMSCO ORDERS

Seattle, Wash., March 10.—The Emsco Asbestos Company is introducing its Royal brake lining in Washington, and orders are coming in at a surprisingly big rate, according to Art Hoge, manager of the Emsco Distributing Company, 518 East Pike St.

MID-WEST S. A. E. MEETS

Chicago, March 10.—F. E. Moskovics, president of the Stutz Motor Car Company of America, addressed the Mid-West section of the Society of Automotive Engineers at the Engineers Club here Tuesday. He spoke on the engineering stage of the automotive industry.

Improvements

NEW CHEVROLET HOME

Kansas City, March 10.—The L. and D. Motor Company, holding a Chevrolet franchise here, has started the erection of a new modern brick building, 171 by 115 feet, at 15th Street and Kansas Avenue. The new car display room will be 83 by 31 feet, and the used car salesroom 80 by 60 feet. The building and lot will represent an investment of approximately $70,000.

INCREASING SPACE

Sunbury, Pa., March 10.—Clyde M. Stutzman, local dealer for Dodge cars and Graham trucks, is increasing the size of his garage and adding a second story to old and new buildings. These improvements will increase present floor space to about 28,000 square feet.

ADDS TWO STORIES

Asheville, N. C., March 10.—The Sawyer Motor Company, Dodge dealer, has just completed a two-story addition to its building, which now gives it a four-story building with concrete roof that it can use for day parking. The total floor space, including roof, is 75,000 square feet. The building is 100 by 150 feet and fireproof. Total investment in building and lot is over $200,000. Total volume of sales during 1926 was approximately $1,250,000, the company states.

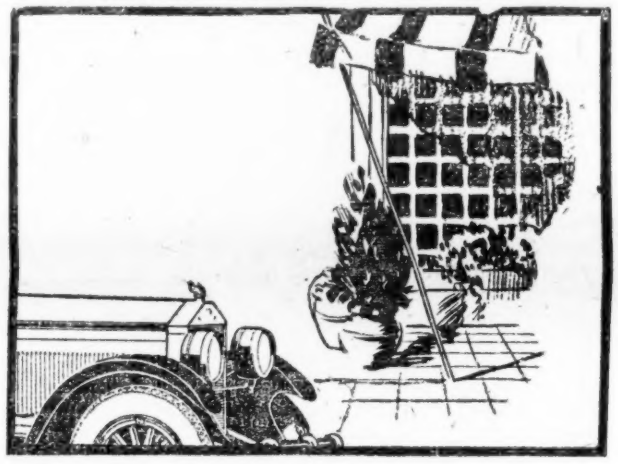
TO BUILD SHOWROOM

North Bergen, N. J., March 10.—A plot of ground at Spring Street and Hudson Boulevard, North Bergen, has been purchased by the Jersey Cadillac Company of 2410 Hudson Boulevard, Jersey City. Fred G. Hill, manager, announces that a local showroom will be erected on the site in the near future.

BUICK ACCESSORIES

Rochester, N. Y., March 10.—The A. C. Freer Company, Inc., Buick specialist in Rochester, has just installed a new department in its plant, where a complete line of supplies and accessories may be purchased which are adapted especially to Buick cars. A. C. Freer has been engaged in Buick service since 1905.

Clear-Vision TRIPLEX
—the glass that will not shatter
Boston Distributors
The Standard Plate Glass Company
270 Albany St., Cambridge, Mass.
Triplex Stock Carried
Telephone Porter 3120



THE advent of the selling season increases the importance of an immediate request for details of the ELCAR franchise by those interested. Leaping in January to a point 315% greater than in January of 1926, ELCAR sales continue to grow steadily. The *Shock-less Chassis* continues to arouse widespread interest. And the available territory for both distributor and dealer connections continues to grow less with the passing of each day. For your own protection we urge immediate application for details of the ELCAR franchise.

ELCAR
WITH THE
Shock-less Chassis

ELCAR 8 ELCAR 6

ELCAR MOTOR COMPANY :-: *Builders of Fine Vehicles Since 1873* :-: ELKHART, INDIANA

DEALER DOINGS

OAKLAND-PONTIAC FIRM SELLS TO NEW COMPANY

Sunbury, Pa., March 10.—John Phillips & Sons, dealer for Oakland and Pontiac cars, has sold its holdings to a corporation to be known as Phillips & Young, Inc. The officers of the new company are J. E. Phillips and C. S. Young, who were formerly associated with the retiring company.

CROSS GETS DEALER FRANCHISE IN ASHLAND

Ashland, Va., March 10.—J. T. Cross, president of the Henry Clay Service Station, and well known in local automotive circles, has received the franchise for the sale of Chrysler cars for this territory.

DEALER IN PETERSBURG, VA., ADDS MARMON LINE

Petersburg, Va., March 10.—William P. Atkinson, president and manager of the P-N Motors Company, local dealer for Packard and Nash cars, has just received the franchise for Marmon cars.

OPENS BRANCH SALES-ROOM FOR CHEVROLET

Rochester, N. Y., March 10.—The Harris Chevrolet Corporation, Plymouth Avenue, has opened a branch salesroom in Joseph Avenue to take care of increasing demands the company is having for the new Chevrolets in the eastern section of the city.

SPARKS

(Continued from Page 2)

tional floor space and provide facilities for an output of 1,000 more cars a day.

* * *

Mr. French expresses the hope that his statement will set the rumor at rest. He is too optimistic.

* * *

The supply of rumors, generally, continues greatly to exceed the supply of spikes. For every rumor that is quashed by an executive who is in a position to know what he is talking about, a whole flock of rumors, started by the irresponsible, springs into being. There is no accounting for their origin, for the great majority of them are mothered by gossip and fathered by a whisper.

* * *

At a boxing bout in Christ Church (Episcopal), the other night, two knock-outs enlivened the proceedings. "The church militant."

DECEMBER, 1926, NEW COMMERCIAL CAR REGISTRATIONS

Compiled by R. L. Polk & Co. of Detroit

States	Acme	Autocar	Brockway	Chevrolet	Diamond-T	Dodge	Federal	Ford	Garford	Graham Bros.	G.M.C	Indiana	International	Mack	Overland	Pierce-Arrow	Reo	Republic	Ruggles	Selden	Service	Star	Sterling	Stewart	White	Miscellaneous	Totals	States
Alabama				36		9		171		5			10				3	2							2		238	Alabama
Arizona				14		12	3	43		8							1	1							1		83	Arizona
Arkansas				14			1	21		1																3	40	Arkansas
California		5		122		113	20	269	4	123	8		33	20			27	3	1				7	3	48	128	934	California
Colorado				14		3	1	45		8			2				3								2		78	Colorado
Conn.			3	15		27	5	72	1	12		1	10	7			13			2				2	7	19	196	Connecticut
Delaware				4		6		45		3	1		5				8							2	3	5	77	Delaware
Florida		1		98		17	1	290		25		1	10	5			4	1							13	6	472	Florida
Georgia				70	1	8	1	160		9	9	1	5	2			3								6	1	276	Georgia
Idaho				7		2		12		4																	25	Idaho
Illinois				138	38	57	14	234	2	19	7	5	48	15			21					1	1		27	68	695	Illinois
Indiana				75	1	28	4	265		30	1	3	31	1			12	1						4	6	22	484	Indiana
Iowa				161	1	20	8	303		31			52	2			19	1		1					1	22	622	Iowa
Kansas				21				40		10			3	1											1	1	77	Kansas
Kentucky		2		61		10	1	136		17	1		8	1			4									12	253	Kentucky
Louisiana				27		3		43		3	1		2				1								1		81	Louisiana
Maine				5				3		2	1		1	1			1										14	Maine
Maryland	1	13	2	34	2	26	12	195		26		1	13	17			24	2		1				1	10	16	396	Maryland
Massachus		3		20		20	4	133		22	1		10	7			27						1	1	10	14	273	Mass.
Michigan	1	4		140	6	72	28	660		95	34		48	16			59	9	4						19	83	1278	Michigan
Minnesota				112	2	23	3	127		20	10		24	8			8								5	3	340	Minnesota
Mississippi				15		1	1	47					1	1			1								3		70	Mississippi
Missouri				85	3	7	8	189		14	4	2	14	8			3	2							9	12	360	Missouri
Nebraska				94		8	1	192		20	2		23	1			14								2	13	370	Nebraska
N. Hamp.				5		4		11		3																2	25	N. Hampshire
New Mexico				28				42		11			1												2	1	85	New Mexico
New York	4	20	98	448	11	330	45	736	2	202	14		159	110	14	13	137	7		26			4	57	102	150	2689	New York
North Car.				23		6		59		15			11	1			1								4	2	122	Nor. Carolina
N. Dakota				5				6					2														13	Nor. Dakota
Ohio	9	1		289		75	10	508	1	76	8	8	88	19	2		52	2		1			2	1	51	93	1296	Ohio
Oklahoma				136		11	2	168		32			30	30			8	1		2					6	1	427	Oklahoma
Oregon				12				44		5	3		2				1								1	3	71	Oregon
Rh. Island		2		7		20		35		4	1	1		6			4							1	5	8	94	Rhode Island
S. Carolina				44		5	5	166		9			2	1				2								2	236	So. Carolina
So. Dakota				13				4					4														21	South Dakota
Tennessee		1		53		13	7	119		30			17	8			3								7	3	261	Tennessee
Texas				256		35	1	482		33	4	2	25	1			14								7	10	870	Texas
Utah				7		3		14		3			2	1			4									1	35	Utah
Vermont						1		5									1									1	8	Vermont
Virginia	2	2		80	2	18	11	272	3	20	3		18	13			7	2	1					3	10	19	486	Virginia
Washington				104		18	17	198	2	33	1		14	7	1	1	9								5	37	447	Washington
West Virgin.				10		2		36		10		3	4				1	2	1					1		4	74	West Virginia
Wisconsin				15		12	3	55		8	1		4	3			5								1	7	114	Wisconsin
Wyoming				8		9		9		5			2				1									1	35	Wyoming
Dis. of Col.	1	4	1	14		5	1	57			1	1	4	3			2	3							1	3	101	Dis. of Col.
Totals	18	58	104	2939	67	1039	218	6721	15	1006	117	29	742	311	17	14	501	41	7	33		1	15	76	378	773	15240	Totals

JANUARY, 1927, NEW COMMERCIAL CAR REGISTRATIONS

Compiled by R. L. Polk & Co. of Detroit

States	Acme	Autocar	Brockway	Chevrolet	Diamond-T	Dodge	Federal	Ford	Garford	Graham Brothers	G. M. C.	Indiana	International	Mack	Reo	Ruggles	Republic	Selden	Sterling	Stewart	White	Yellow	Miscellaneous	Totals	
Arizona				33			2	81		41			2		3					1	5		3	171	Arizona
Delaware		2		21				52		3	1		1		2					2	1		3	88	Delaware
Florida		1		152			2	645		72	3	18	28	8	12	7	1				28	1	16	994	Florida
Idaho				34			1	39		25	3		6		4						4			116	Idaho
Illinois		11		491	140	164	53	908	3	102	34	18	183	83	65		4		17	3	33	33	218	2563	Illinois
Indiana				225	4		12	746		133	10	10	65	4	36	30	10			7	5	5	33	1299	Indiana
Iowa			1	189	1		2	239		42	1	2	54	2	16					1	3	4	8	565	Iowa
Kansas				139	2			239		40	4	1	12		3						4	2	16	462	Kansas
Kentucky		5		69			3	126		30	8	1	22	3	8	1	1				2	2	18	299	Kentucky
Maine				17				34		9					1					1	1		4	67	Maine
Maryland	2	3	1	86	4		7	149		36			9	5	20						15	1	12	350	Maryland
Mass'setts		5		32			6	143		66	3		6	10	32			2			8	6	12	331	Massachusetts
Missouri				90	6		4	146		32	3	5	10	3	3	1					6	6	10	325	Missouri
New Hamp.				10			1	31		6			5		5								8	66	N. Hampshire
North Car.	1	1		81	3			247		46	1		6	5	5		3	1		2	10		9	421	North Carolina
Nor. Dak.				15				18		2			10		1									46	North Dakota
Oklahoma				94				130		42	1		14	9	2			5			2		5	304	Oklahoma
Pennsyl.	13	30	16	314	12		13	553	11	348	32	3	110	49	91	1	8	2	16	32	57	13	143	1867	Pennsylvania
Rhode Isl.		1	1	16				28		19			2	1	18	1					2		6	95	Rhode Island
So. Carolina				64			1	285		23			4	1	2		1			1	1		2	385	South Carolina
Utah				15			2	43		9	1		5	2	4						2			83	Utah
Wisconsin				118	7		10	295		46	1		21	4	11	1	1		3		8		25	551	Wisconsin
Wyoming				3				10		8													1	22	Wyoming
Dis. of Col.	2	1	4	29			15	158		43	9		10	14	12		5				24	25	17	378	Dis. of Col.
Totals	18	60	22	2337	179	164	134	5345	14	1223	115	58	585	203	356	14	26	10	36	50	231	98	569	11848	Totals

News of the Accessories and Parts Field

SALES GOING UP IN KANSAS CITY

Parts and Accessory Companies Report Healthy Gain

By H. H. JAMES
Kansas City Correspondent

KANSAS CITY, March 10.—While the full swing of spring business is not yet on, replacement parts and accessories dealers and jobbers generally are reporting business as showing a healthy gain.

The last month sales have been much greater than the month previous, with business the last few days indicating March will near the top even if records are not broken.

The Houde Engineering Corporation factory branch here reports business as exceptionally good, showing about a 300 per cent. gain over a year ago. R. E. Bishop, manager, says there is every indication that the sales of the Houdaille shock absorbers this spring will be exceptionally strong. "Motor car dealers now are recommending quality absorbers and our product naturally is benefiting," Mr. Bishop said. "Conditions also are very favorable in this territory and the outlook with us is very encouraging."

United Motors Service, Inc., continues to report sales as showing a good increase and the outlook good. Sale on Delco and Remy ignition systems and parts for electrical equipment of cars, as well as on other lines handled by this branch, are good.

The branch here of the Eaton Bumper and Spring Service Company is having exceptionally good business. Sales are increasing and the company salesmen are reporting the outlook bright throughout the territory covered by the branch. The branch has been here but a year. The increase in sales has been so large that more men have been added to the sales force.

The Watson Stabilator Company branch is doing a big jobbing business on Balcrank bumpers as well as the Watson Stabilators, oil filters, etc. The outlook for the spring is very pleasing to the company. W. O. Widener is manager of the branch.

The Peake Auto Supply Company, retailer and jobber of accessories, parts and shop equipment, reports a satisfactory business with the spring demand opening up nicely.

The branch here of the Stromberg Motor Devices Company is having good business, with sales increasing for the company's products throughout the Southwest and Middle West.

The Dayton Auto Parts Company is very optimistic as to the spring outlook, everything pointing to big business.

The Stewart-Warner Products Service Station is very much pleased with the outlook. Winter sales were good, particularly in the company's radio department. Now that spring is opening up and the demand for automobile accessories is increasing, N. M. Seidel, manager, is expecting a big business, with the outlook indicating it will materialize.

The Motor Industries Corporation's sales are increasing rapidly, officials report, with the outlook exceptionally encouraging. The company, handling replacement parts, wheels, rims and accessories, has been having a 40 per cent. increase over a year ago.

The American Gear Company's branch here also is reporting sales and prospects as good.

ROLLER BEARING EXTREMES. Miss Alice Walsh, at the recent Mid-West Power Conference in Chicago, holding one of the smallest roller bearings made, while the largest is on the table by her. More than $1,000,000 worth of power machinery and appliances was exhibited.

(Photo Underwood & Underwood.)

NEW DEVICE ELIMINATES REAR-VIEW MIRROR GLARE

Wilmington, Del., March 10.—A new device for eliminating glare in the rear-view mirror from headlamps of a car behind has been placed on the market. It is made of green pyralin sheeting, molded in such a form that it may be clamped directly over the rear-view mirror and raised or lowered at will.

The device is designed especially for use when driving at night. During the day, when full vision in the mirror is desired, it may be raised.

For night driving in traffic, where lights behind are reflected in the mirror, it may be quickly snapped back into place. While eliminating the glare, it allows sufficient vision for the driver to see the roadway behind him.

New Firm Takes on Jupiter Spark Plug Sales

Portland, Ore., March 10.—The Jupiter Sales Company, 445 Burnside St., has just been organized to distribute Jupiter spark plugs, a Northwest product, manufactured in Seattle. It will handle distribution in Oregon and southwest Washington.

More than 80,000 of these spark plugs have been marketed in Washington during the past year, and 40,000 were sold in California during the first three weeks of their introduction there, it is announced.

The plug is equipped with a self-cleaning feature, which is said to prevent carbon from forming on the firing points.

More than 1,500 dealers throughout western Washington now carry Jupiter plugs. In the Oregon field a man is going into the work immediately to sell garages and service stations, as the new company will handle wholesale sales only.

Zone Rates for Storage, Service, Planned in Seattle

SEATTLE, WASH., March 10.—At a joint meeting of the Automotive Maintenance Association of King county and the Seattle Auto Garage Club, a resolution was adopted providing for close affiliation between the two organizations.

However, the identity of each will be maintained, the affiliation to be effected by the executive boards of each group, meeting together and working out problems of common interest.

P. H. McCain, secretary of the Garage Club, has been very active on work in connection with zoning Seattle.

A schedule of standard minimum charges for storage and other service has been fixed to guide individual concerns in each zone. These are based upon consideration of rents and costs of doing business. They are being worked out along the same lines as in Chicago.

This city will be divided into fifteen zones. The schedule for four of the zones has been adopted. In Zone 1, the downtown district, the monthly storage rate is to be not less than $10, which is considered reasonable.

Bruce Griggs is president of the Garage Club and John Markley of the repair group.

LIFT-A-KAR ENTERS THE NATIONAL FIELD

Los Angeles, March 10.—The Lift-A-Kar Corporation, manufacturer of the Lift-A-Kar, has entered the national field with its product. Organized six months ago, the company has, until now, limited itself to Los Angeles and vicinity.

Recently M. W. Hard, inventor of the lift and secretary of the company, visited the Eastern automobile shows, where he made contracts with two large automobile equipment distributors for 780 lifts to be delivered within a year. The lift is already in use in many local garages and service stations and has proved practical, the company declares.

SPARK PLUG TALK

Rochester, N. Y., March 10.—J. S. Levy, a representative of the A C Spark Plug Company, was the speaker at the monthly dinner of the Rochester Auto Parts, Inc., at the Rochester Club. Fred B. Schuber, president of the Rochester Auto Parts, instituted the idea of monthly dinner meetings for his salesmen some time ago with the purpose of thoroughly instructing all salesmen in the construction and use of various parts carried

TO MAKE CAR SUPPLIES

Niagara Fall., N. Y., March 10.—The Niagara Auto Wheel and Spring Company, this city, has just been granted a certificate of incorporation to engage in the manufacture of automobile supplies here. The company has capital stock of $25,000. The directors are Jacob Menkrash and Samuel and Dora Gebell, all of Niagara Falls.

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BEARINGS

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Automotive Daily News

SUBSCRIBERS PREFER THE PAPER TO ANY OTHER TRADE MEDIUM

"The Greatest Single Force in the Industry Today"

Boston Show Attendance Indicates Banner Year

(Continued from Page 1)

clumsy old vehicles that were the style leaders of their day offer a good comparison to the new cars to be seen in Mechanics Building.

The exhibition of trucks and buses in the basement of the building has attracted more attention this year than ever before. The numerous improvements that have been made in this branch of the industry and the great strides in designs and changes in the individual models are probably responsible for this new interest. The entire lower floor has been given over to exhibits of trucks, buses and tractors with a complete showing of all kinds of commercial vehicles. There is also a large number of displays of hearses and ambulances.

The feature of the day was the old-timers luncheon at the Copley Plaza for members of old standing in the industry. Among the guests was Sam Miles, general manager of the national automobile shows in New York and Chicago. Others at the tables were Chester I. Campbell, Kenneth A. Skinner, C. F. Whitney, Harry Marvel, John H. MacAalman, Arthur Hinchcliffe, J. W. Bowman, Charles S. Henshaw, Charles E. Fay, George Crittenden, Charles E. Whitten, A. P. Underhill and L. B. Sanders. Many of these men were among the founders of the present association twenty-five years ago.

BALLOU & WRIGHT CLINIC TO OPEN NEW ADDITION

Seattle, Wash., March 10.—An innovation here will be the proposed automotive clinic in connection with the opening of the new addition to the building of Ballou & Wright, automotive jobbers.

The opening dates are April 7, 8 and 9. Factory representatives are expected to be present to demonstrate and explain their lines. The open house will be to the general public also, and it will virtually be an automotive equipment, parts and supply show.

Classified Advertising

CLASSIFIED RATES

5c word (for daily insertion)

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WRITER offers a broad comprehensive knowledge of dealer problems, has had sales promotion, used-car merchandising, market analysis and territorial development experience. Specialized in new dealer accounts, manufacturing and service background. Interview if possible at Boston Show. Address E. M. B., 824 Little Building, Boston.

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1 BURNING-IN MACHINE complete, 1 motor stand, 1 rear-end stand, 1 magneto and coil test set, 1 generator test stand. Ford shop equipment, like new, will be sold at a great sacrifice; cash or terms to right party. Apply to JACOB P. STOLTZFUS, 1001 East Lincoln Highway, Coatesville, Penna.

100 Dealers at Franklin Meeting

(Continued from Page 1)

number of unfilled orders for spring delivery in Franklin history.

The tandem sport is only sixty-five inches high and the lowest built car of the show. One of the outstanding attractions was also Franklin's new custom convertible coupe. The 1902 model Franklin in the old car display drew much attention as did also another old Franklin of 1906 owned by William Jarvis of Braintree, Mass. It is used by him daily and bore the placard, "oldest known car in daily service in America."

Franklin also exhibited in the salon, showing a sport sedan. Boston dealers are enthusiastic over the large number of live prospects secured at the show, exceeding any in the previous history of show sales. At the Franklin booth at the show were exhibited a victoria in maroon, a sedan in Scotch brown, a sport sedan in pyramid gray, a custom-built convertible coupe in maroon and a tandem sport in cream, also a Franklin Series 11 motor and a Wright whirlwind airplane motor which attracted a lot of attention.

Keen interest in air cooling was more evident than at any previous show in Boston. Franklin dealers had eighteen men on the floor at the show. By a happy coincidence Boston's silver jubilee automobile show marks the introduction also of Franklin's twenty-fifth anniversary car.

HARGER TO TAKE OVER FALCON MOTOR BRANCH

Kansas City, March 10.—A. V. Harger, manager of the truck and bus division of the Butler Motor Company, distributor here of the Dodge Brothers and Graham Brothers lines, has resigned his position and joined the organization of the new Falcon Motor Company. Mr. Harger has been in Detroit at the Falcon factory but it is understood he will return to Kansas City as manager of the company's branch here. Mr. Harger is succeeded in the Butler organization by C. W. Harder who was promoted from the truck sales force to the managership of the department.

MULLINS BODY EARNS $57,000 IN FEBRUARY

Cleveland, March 10.—Mullins Body Corporation earned $57,000 after charges but before taxes in February, and March promises to do as well. There are no bank loans outstanding. Capitalization consists of $980,000, 8 per cent. preferred and 100,000 shares of no-par common.

MAJOR H. O. D. SEGRAVE, automobile racer, who arrived Wednesday on the Berengaria with his 200-mile-per-hour racing car.

Hudson Quarterly Earnings $3,000,000

Detroit, March 10.—Unofficial estimates place earnings of the Hudson Motor Car Company for the first quarter of this year at between $3,000,000 and $3,500,000, or around $2 a share, on the 1,596,660 shares of capital stock. The first quarter ends on March 31 this year, due to a change in the company's fiscal year to correspond to the calendar year.

In the first quarter of the preceding fiscal year, the three months ended February 28, 1926, Hudson reported net earnings of $2,746,023, equal to $2.06 a share, on 1,330,050 shares of stock.

First quarter's output is expected to reach a new high record in excess of 75,000 cars. In January the company shipped 12,000 cars, in February 27,000 cars, and in March the schedule has been placed at 37,000 cars.

In the corresponding three months of 1926, the company shipped a total of 73,500 cars. Shipments in January last year were 20,000 cars, in February 22,000 and in March the former record was made at 31,500 cars.

ITALIAN RULING

Rome, Italy, March 10.—All automobile sales throughout the kingdom are henceforth to be recorded by the Automobile Club of Italy. The ruling covers all financial transactions involving automobiles, so that loans, time-payment agreements, etc., not so registered are illegal unless registered with the club.

Denver, March 10.—John Peter Heiser, who for several years was local distributor for Velie cars, has become associated with the sales organization of the Utter Motor Company, Studebaker distributor for the Rocky Mountain region.

Segrave Brings Sunbeam; Claims 200 Miles Per Hour

New York, March 10.—Major H. O. D. Segrave, leading British automobile racing driver, arrived Wednesday on the Cunard liner Berengaria to make an effort, as he expressed it, to "win world speed supremacy for British motors."

Major Segrave brought with him on the liner the specially constructed 1,000 horse power Sunbeam car, with which he hopes to attain a speed of 200 miles an hour, thereby shattering the present world's record by twenty-eight miles per hour. Major Segrave plans to make his attempt at Daytona Beach, Fla., on or about March 20. There is no stretch of road or sand in his native England, he explained, where such a speed could be attempted.

"Though we have not yet actually tried the Sunbeam on road or racecourse, the major said, "theoretically the car has more than met all speed tests. It should make 200 miles an hour at Daytona Beach. The machine was constructed at a cost of $100,000 at Wolverhampton, England, and was designed by Louis A. Coatalen. All of the knowledge of the Sunbeam Company's engineers, gleaned from long experience in the production of racing cars and high-powered aircraft has been put to use in the production of this machine. I am confident I will be successful in my attempt."

Besides the Sunbeam racer, Major Segrave brought with him on the Berengaria eighteen crates of spare parts. He was accompanied by N. W. H. Freeman of the Dunlop Rubber Company, who designed the special tires for the racing car, Lord Rossmere and Kenelm Lee Guiness, both of the Sunbeam Motor Car Company, Ltd., and by several mechanics.

Chevrolet Sets Output Record

(Continued from Page 1)

to meet the nationwide demand for Chevrolet cars—a demand marking the rise of this company to its position as the largest manufacturer of gear-shift cars in the world.

"There is only one reason for the phenomenal growth in popularity of the Chevrolet car," said W. S. Knudsen, president of the Chevrolet Motor Company, "and that is, it has pleased the public. It has met the desire of the public for a high grade car of exceptional quality and performance at a reasonable price. It is this constantly growing approval of the Chevrolet car that is causing the company to extend its production to meet the increasing demand."

In the first two months of 1925 the Chevrolet Motor Company built 46,373 cars; in the same period in 1926 it built 97,740, and in January and February of this year it totaled 159,497 cars—an increase in two years for this period of 113,124 cars.

RANGE OF AUTOMOTIVE STOCKS

NEW YORK STOCK EXCHANGE

Previous, 1927 High	Previous, 1927 Low	Div.		Sales	High	Low	Close	Net Change
15¾	9½	....	Advance Rumely	500	14¼	14	14	+ ¼
41	30¼	....	do pf	100	36¼	36¼	36¼	— ¼
12⅝	9	....	Ajax Rubber	9,100	11⅝	11½	11½	....
97⅜	88	6	Allis-Chalmers	900	96½	95	96½	+ ¾
111½	109	7	do pf	100	103¼	103¼	103¼	— ¾
18⅜	13	....	Am. Bosch Magneto	600	16	15½	15½	+ ⅜
30¾	25¼	2	Am. Chain, A	100	30¼	30¼	30¼	....
10	7¾	1	Am.-La France	600	8¼	8	8	— ¼
36⅝	28¾	3	Briggs Mfg. Co.	9,500	35⅝	32½	34½	+ 1½
24½	21½	2.50	Chandler Motor pf	[illegible]	22½	22½	23	+ 1
137¼	130½	8	Chicago Pneu. Tool	800	132⅝	131	131	+ ½
43½	38⅝	2	Chrysler Corp.	8,100	42⅝	42	42⅛	— ⅛
105	102	8	do pf	600	105	104⅞	105	....
13¾	11⅝	.80	Continental Motors	500	11⅝	11½	11½	— ⅛
27½	23½	....	Dodge Bros. A	11,200	24½	23¼	23⅝	— ½
85	81½	7	Dodge Bros. pf	600	83	82¾	83	— ½
27⅝	24½	2	Eaton Axle & Spring	800	25	25	25	....
78⅝	63½	6.50	Electric Auto-Lite	2,200	77½	76	77	+ ½
79½	68¼	6	Electric Stor. Battery	1,200	71¾	70½	71	+ ⅝
30⅞	26½	.80	Federal Motors	600	28¼	27⅞	27⅞	— ⅛
19	16	....	Fisk Rubber	4,300	18⅝	18	18⅝	— ¼
86½	81	7	do 1st pf	200	86	85¾	85¾	— ¼
32	29⅛	3.50	Gabriel Snubber	200	30⅞	30⅝	30⅝	— ⅜
7¾	6½	....	Gardner Motor	200	7¼	7⅛	7⅛	+ ⅛
171¾	145½	8	General Motors	145,000	172	168¼	172	+ 2⅝
122	120	7	do 7s pf	1,300	119½	118½	118⅝	— 1⅜
21¾	18⅞	2	Glidden Co.	17,400	21½	19¾	21¼	+ 1⅜
58¾	42¼	4	Goodrich Co.	1,600	55¾	54⅝	55½	— ⅜
102½	98¼	7	Goodyear T. & R. pf	100	101	100⅝	100⅝	— ¾
22¾	15½	....	Hayes Wheel	400	21	20	21	+ 3½
71⅞	48¼	3.50	Hudson Motor Car	72,800	74¾	71½	74½	+ 2¾
23⅝	21	1.40	Hupp Motor Car	1,800	22¼	21⅝	21⅝	— ⅝
15	11½	1	Intercont. Rubber	300	14⅝	14¼	14⅝	+ ⅛
22½	15½	....	Jordan Motor Car	500	18	17⅞	17¾	+ ½
17⅞	9½	....	Kelly-Springfield	10,700	15¾	14	15½	+ ⅝
58	44	....	do 6s pf	100	57	57	57	....
54½	35	....	do 8s pf	200	54½	54	54½	+ ½
85	77	6	Kelsey Wheel	200	82	80¾	82	+ 2
8¾	7	....	Lee Rubber & Tire	300	7¼	7¼	7¼	— ⅝
108	88¼	6	Mack Trucks	5,000	105⅞	103½	104½	— ½
38	27	2.50	Marlin Rockwell	1,200	35⅞	34½	35	+ 1¼
12½	8¾	....	Moon Motors	300	9¼	9¼	9¼	+ ¼
24⅝	20¾	2	Motor Wheel Corp.	800	23¼	22¾	22⅞	+ ⅜
12½	10	....	Mullins Body	1,100	13⅝	12¼	13⅝	+ 1⅞
43	30¾	....	Murray Body	6,400	34⅞	33⅛	34⅜	— ⅝
73½	63	4	Nash Motors	3,200	67½	62½	67	+ ½
14⅜	12	....	Omnibus Corp.	200	12⅛	12	12	— ¼
36⅝	34	2.90	Packard Motor Car	1,000	34⅞	34⅛	34¼	— ¼
11⅞	9⅞	....	Paige-Detroit Motor	200	10	10	10	....
32	26⅞	....	Peerless Motor Car	800	27¼	26½	26⅞	— ⅝
23⅝	18⅛	....	Pierce-Arrow	6,900	23⅝	23	23⅜	+ ⅛
102½	85	8	do pf	700	98½	98	98½	— 5
4¾	4	....	Reynolds Spring	3,300	4¼	4	4⅛	+ ⅛
27	20½	....	Spicer Mfg. Co.	4,600	27⅜	26½	27	+ ¼
67¾	59¾	6	Stewart-Warner Speed.	14,500	62	59	59⅝	— 2⅝
54½	36	2	Stromberg Carburetor	900	35½	35	35¼	— 1
56½	49¾	5	Studebaker Co.	4,200	51½	50⅝	51⅛	— ⅝
95¾	78	5	Timken Roller Bear.	9,400	86⅞	84¾	86⅞	— ⅝
67⅛	56¾	....	U. S. Rubber	14,800	62⅝	61⅜	62⅝	— ¼
111	107¼	8	do 1st pf	300	110¼	110	110	— ½
58¾	51	4	White Motors	16,100	51¾	50⅛	50⅞	— ⅞
24¾	19½	....	Willys-Overland	4,600	23¾	23¼	23½	....
95	89¾	7	do pf	100	91½	91½	91½	+ ½
75	70¼	5	Yale & Towne	100	76	76	76	+ 1
29⅝	25	....	Yellow Truck & Coach	5,200	27⅝	26½	26¾	....
99	94	7	do pf	100	98	98	98	+ 3

NEW YORK CURB MARKET

101½	69	4	Auburn Auto	50	98	98	98	+ 2
11½	9¾	.60	C. G. Spring	100	10⅞	10¾	10¾	....
22	18	....	Doehler Die Casting	200	20	20	20	— ¾
10	5¾	....	Durant Motor	4,500	8	7	7¼	+ ¼
4⅞	2⅞	....	Fageol Motor	200	2¾	2¾	2¾	— ⅛
500	411	10	Ford Motor of Canada	10	470	470	470	— 5
39	28½	....	Goodyear Tire	500	36½	36¼	36½	— ⅛
225	204	21	Johns-Manville	100	230	230	230	+14
66	55½	7	do new	18,000	68½	62¼	68	+ 7⅛
117¼	114⅝	....	do pf new	1,000	116⅛	115½	115½	....
23¾	20	1	Reo Motors	2,100	20	20	20	— ⅛
1⅝	.35	....	Rickenbacker Motor	1,000	.35	.35	.35	— .05
21	14	....	Stutz Motors	3,500	20¾	19⅞	20½	....
48½	29	2	U. S. Light & Heat	300	47	46¾	47	— ¾
34¾	30½	5	Yellow Taxi	300	31	31	31	+ ½

CHICAGO

Sales		High	Low	Last
1050	Auburn Auto	98¼	96½	98¼
200	Bendix Corp	43	42½	42½
450	Borg & Beck	58½	57¾	58½
10	Hupp Motor	22	22	22
220	Pines Winterfront	41½	41	41½
2900	Stewart-Warner	61¾	59¼	59¼
55	Vesta Battery	34	34	34
170	Williams Oilomatic	15	14¾	14¾
550	Yellow Taxi	42	42¾	42¾

DETROIT

500 Bohn Alum	16¼	16	16¼
100 C. G. Spring	8½	8½	8½
340 Hall Lamp	9½	9½	9½
250 Packard Motor	34½	34½	34½
15 Paige Motor	10	10	10
1684 Reo Motor	20¼	19⅞	19⅞

CLEVELAND

	Bid	Asked
Firestone	129	130
do 6s pf	104	105
do 7s pf	99	100

(The above tables show Wednesday's automotive stock movements, complete.)

AUTOMOTIVE DIVIDENDS

		Dividend	Payable	Of Record
Am. La France F. E. preferred	Quarterly	$1.75	Apr. 1	Mar. 15
Am. Chain, 8% part. pref. A	Quarterly	.50	Apr. 1	Mar. 21
Borg & Beck	Quarterly	1.00	Apr. 1	Mar. 18
Chicago Yellow Cab	Monthly	.33 1-3	Apr. 1	Mar. 21
Chicago Yellow Cab	Monthly	.33 1-3	May 2	Apr. 20
Chicago Yellow Cab	Monthly	.33 1-3	June 1	May 20
Federal Motor Truck	Stock	2½%	Apr. 5	Mar. 19
Federal Motor Truck	Quarterly	.20	Apr. 1	Mar. 19
Fifth Ave. Bus Sec.	Quarterly	.16	Apr. 16	Apr. 2
Gabriel Snubber common, A & B	Quarterly	.87½	Apr. 1	Mar. 12
General Motors 7% preferred	Quarterly	1.75	May 2	Apr. 9
General Motors 6% preferred	Quarterly	1.50	May 2	Apr. 9
General Motors 6% debenture	Quarterly	1.50	May 2	Apr. 9
General Motors common	Quarterly	2.00	Mar. 12	Feb. 19
Goodyear T. & R. 7% cum. pref	Quarterly	1.75	Apr. 1	Mar. 1
Goodyear T. & R. 8% prior pref	Quarterly	2.00	Apr. 1	Mar. 13
Goodrich, B. F., preferred	Quarterly	1.75	Apr. 1	Mar. 15
Goodrich, B. F., preferred	Quarterly	1.75	July 1	June 15
Mack Trucks common	Quarterly	1.50	Mar. 31	Mar. 15
Mack Trucks 1st and 2d preferred	Quarterly	1.75	Mar. 31	Mar. 15
Hood Rubber Company common	Quarterly	1.00	Mar. 31	Mar. 21
Hudson Motors	Quarterly	.87½	Apr. 1	Mar. 15
Miller Rubber Company preferred	Quarterly	2.00	Mar. 1	Feb. 10
Miller Rubber Company common	Quarterly	.50	Apr. 10	Mar. 25
Moto Meter, Class A	Quarterly	.90	Apr. 1	Mar. 14
Moto Meter, Class B	Quarterly	.25	Apr. 1	Mar. 14
Motor Wheel common	Quarterly	.50	Mar. 21	Mar. 10
Omnibus Corp. preferred	Quarterly	2.00	Apr. 1	Mar. 18
Packard Motor	Monthly	2%	Mar. 31	Mar. 15
Packard Motor	Monthly	2%	Apr. 30	Apr. 15
Packard Motor	Monthly	2%	May 31	May 14
Paige-Detroit preferred	Quarterly	1.75	Apr. 1	Mar. 15
Pierce-Arrow preferred	Quarterly	2.00	Apr. 1	Mar. 15
Timken Roller Bearing	Quarterly	1.00	Mar. 5	Feb. 18
Timken Roller Bearing	Extra	.25	Mar. 5	Feb. 18
White Motor	Quarterly	1.00	Mar. 31	Mar. 15
Yale & Towne	Quarterly	1.00	Apr. 1	Mar. 10
Yellow Truck & Coach preferred	Quarterly	1.75	Apr. 1	Mar. 15